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MEMORANDUM FOR: Deputy Director (Support)

SUBJECT: Ruling by Federal Trade Commission Examiner
Concerning Mutual of Omaha


REFERENCES: (A) Release issued by General Counsel of
Mutual of Omaha concerning subject
(B) Article appearing in 25 Dec 54 issue of
United States Investor concerning Mutual
of Omaha and FTC proceedings

1. This memorandum is for your information and is furnished in response to your inquiry concerning a decision against Mutual of Omaha by an examiner of the Federal Trade Commission.

2. Mutual of Omaha was among 17 companies cited by the Federal Trade Commission for alleged misrepresentation of certain policies in its advertising literature. The finding of the FTC examiner, which is subject to review by the Commission, relates to individual policies rather than group contracts. Publicity as to benefits under our master contract is under Agency control affording us the means of preventing misrepresentation.

3. The examiner's decision has apparently received little attention from our employee group. Under the circumstances, we consider it unnecessary to issue a statement designed to relieve employees of concern as to the reputation and integrity of Mutual of Omaha.

STATINTL


Gordon M. Stewart
Director of Personnel

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